INDEX TO VOLUME 14

AUTHOR INDEX

Author and Item Number

Alexander, Joe F.	11	Cost, Doris L.	4	Kelley, Craig A.	7	Robicheaux, Robert A.	14
Anderson, Carol H.	10	Daubek, Hugh G.	6	Laumer, J. Ford, Jr.	12	Ronchetto, John R.	2
Anderson, Elizabeth Scott	4	Denton, Luther (Trey)	5	Lunsford, Dale A.	19	Schaupp, Dietrich L.	1
Arora, Raj	17	Diriker, Memo F.	11	Lynch, James	23	Schaupp, Frederick W.	1
Bandyophadhyay, Soumava	15	Duke, Charles R.	18, 22	Mader, Deanna D.	21	Shank, Matt	23
Barath, Robert M.	2	Ganesh, Gopala K.	16	McCorkle, Denny E.	11	Siegel, Carolyn F.	9
Beatty, Sharon E.	15	Gilbert, Faye W.	3	McDermott, Dennis R.	13	Stanley, Sande Richards	10
Bishop, Marcia H.	4	Gomes, Roger	18	Parker, Thomas H.	10	Stoner, Charles	17
Boya, Unal O.	14	Glynn, Karen A.	8	Perreault, Jr., William D.	24	Tarasingh, Pola S.	15
Buckles, Tom A.	2	Henshaw, John M.	19	Perry, James	2	Urban, David J.	13
Butler, Daniel D.	12, 25	Herbig, Paul	25	Pickett, Gregory M.	18	Wayland, Jane P.	13
Chae, Myung-Su	15	Ivy, Thomas T.	3	Ponzurick, Thomas G.	1	Wilson, J. Holton	6
Clopton, Stephen W.	24	Johnson, Denise M.	21	Prenshaw, Penelope J.	3	Wotruba, Thomas R.	20
Corbin, Steven B.	8					Young, Joyce A.	23

SUBJECT INDEX

Item	Issue/Page	Title	Authors
		Pedagogy/Marketing Education	
1)	**Spring** 1992, pp. 1–11	The Right Choice: A Case Method for Teaching Ethics in Marketing	Dietrich L. **Schaupp,** Thomas G. **Ponzurick,** Frederick W. **Schaupp**
2)	**Spring** 1992, pp. 12–21	Multimedia Delivery Systems: A Bridge between Teaching Methods and Learning Styles	John R. **Ronchetto,** Tom A. **Buckles,** Robert M. **Barath,** James **Perry**
3)	**Spring** 1992, pp. 35–40	Creativity through Education: A Process for Enhancing Students' Self-perceptions	Faye W. **Gilbert,** Penelope J. **Prenshaw,** Thomas T. **Ivy**
4)	**Spring** 1992, pp. 41–45	Effective Listening: Teaching Students a Critical Marketing Skill	Doris L. **Cost,** Marcia H. **Bishop,** Elizabeth Scott **Anderson**
5)	**Spring** 1992, pp. 68–79	Using Product Positioning Strategies to Establish National Images: An Exercise Using Current International Events in the Marketing Classroom	Luther (Trey) **Denton**
6)	**Spring** 1992, pp. 80–90	Computer Attitudes and Marketing Education	J. Holton **Wilson,** Hugh G. **Daubek**
7)	**Summer** 1992, pp. 34–38	Educating Marketing Students in the Art of Business Etiquette	Craig A. **Kelley**
8)	**Summer** 1992, pp. 46–52	Writing in the Marketing Curriculum	Steven B. **Corbin,** Karen A. **Glynn**
9)	**Fall** 1992, pp. 24–29	Restoration of the Earth: An Environmental Marketing "Reality"	Carolyn F. **Siegel**

Student Projects and Advising

10)	**Spring** 1992, pp. 46–56	Student Perceptions of Marketing Careers and Career Decision Influences: A Retailing Example	Carol H. **Anderson,** Sande Richards **Stanley,** Thomas H. **Parker**
11)	**Spring** 1992, pp. 57–67	Developing Self-marketing Skills for Student Career Success	Denny E. **McCorkle,** Joe F. **Alexander,** Memo F. **Diriker**
12)	**Fall** 1992, pp. 40–46	Student Attitudes toward Marketing Mix Activities in the Large Class Environment	Daniel D. **Butler,** J. Ford **Laumer, Jr.**
13)	**Summer** 1992, pp. 53–67	An Empirical Investigation of Research Standards for Marketing Faculty at AACSB-accredited Business Schools	David J. **Urban,** Jane P. **Wayland,** Dennis R. **McDermott**
14)	**Summer** 1992, pp. 68–81	Teaching, Research, Service, and External Compensation Activities: Expected versus Actual Workstyles among Marketing Professors	Unal O. **Boya,** Robert A. **Robicheaux**
15)	**Fall** 1992, pp. 3–14	A Closer Look at Manuscript Reviewing in Marketing	Sharon E. **Beatty,** Soumava **Bandyophadhyay,** Myung-Su **Chae,** Pola S. **Tarasingh**

Curriculum

16)	**Spring** 1992, pp. 22–34	The Marketing Research Course As Taught in U.S. Business Schools	Gopala K. **Ganesh**
17)	**Summer** 1992, pp. 2–9	The Importance of Skills of M.B.A. Students Seeking Marketing Positions: An Employers' Perspective	Raj **Arora,** Charles **Stoner**
18)	**Fall** 1992, pp. 15–23	Broadening the Marketing Curriculum with High Technology: An Academic Response to "World-class" Industrial Evolution	Roger **Gomes,** Gregory M. **Pickett,** Charles R. **Duke**

Course Content/Innovation

19)	**Summer** 1992, pp. 10–19	Integrating Courses in Marketing Research and Engineering Design: An Instructional Technique for Enhancing the Product Development Process	Dale A. **Lunsford,** John M. **Henshaw**
20)	**Summer** 1992, pp. 20–25	A Compensation Analogy for Grading Students in Sales Management Courses	Thomas R. **Wotruba**
21)	**Summer** 1992, pp. 26–33	Internationalizing Your Marketing Course: The Foreign Study Tour Alternative	Denise M. **Johnson,** Deanna D. **Mader**
22)	**Summer** 1992, pp. 39–45	Product Innovation Assessment Training: Idea Screening and Business Analysis Module for the Marketing Curriculum	Charles R. **Duke**
23)	**Fall** 1992, pp. 30–39	Teaching to the Beat: The Pedagogical Value of Music Videos	Matt **Shank,** Joyce A. **Young,** James **Lynch**
24)	**Fall** 1992, pp. 47–57	A Computer-aided Approach for Teaching and Learning Physical Distribution Service Concepts	Stephen W. **Clopton,** William D. **Perreault, Jr.**
25)	**Fall** 1992, pp. 58–62	*Export to Win*: A Useful International Marketing Simulation	Daniel D. **Butler,** Paul **Herbig**